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### BEER, WINE, AND SPIRITS

SOUTH AUSTRALIA

1961-62

#### SCOPE

This bulletin gives details for South Australia of the commercial production and distribution of wine and spirits, stocks of wine and spirits held by manufacturers and wholesalers, and the consumption of beer and spirits. Details of beer production in South Australia are not available for publication, and wine consumption figures are calculated only for Australia as a whole.

#### PRODUCTION OF WINE AND SPIRITS

The quantity of wine made in South Australia in 1961-62 was 30,830,800 gallons, about 23 per cent more than in 1960-61 (25,060,800 gallons), and by far the greatest annual production ever recorded; the previous record was 26,399,000 gallons in 1957-58. The quantity of fortifying spirits distilled was also a record; production of 2,948,600 proof gallons considerably exceeded the previous record of 2,620,900 proof gallons in 1952-53 and was nearly 38 per cent more than the 2,138,300 proof gallons distilled in 1960-61. Brandy production of 1,042,600 proof gallons was slightly less than in 1960-61 (1,044,300 proof gallons) and well below the record of 1,125,900 proof gallons in 1957-58.

Wineries and distilleries processed a total of 172,009 tons of fresh grapes compared with 137,694 tons in 1960-61 and 141,559 tons in 1957-58.

#### WHOLESALE SALES TO RETAILERS

Wholesale sales of wine to retailers decreased from 2,262,900 gallons in 1960-61 to 2,204,900 gallons in 1961-62 and were less than for any year since 1956-57. Sales of flor sherry almost doubled to 48,000 gallons, but this was more than offset by decreased sales of other dry and sweet sherry. Sales of dessert wines (both sweet white and sweet red) and dry red table wines also decreased. Higher sales were recorded for dry white and sweet table wines.

Brandy sales decreased from 136,600 proof gallons in 1960-61, to 126,700 proof gallons in 1961-62.

The figures above include sales to interstate retailers and therefore cannot be taken as an indication of actual consumption in South Australia.

#### EXPORTS

Less wine was exported from South Australia in 1961-62 (7,963,000 gallons) than in 1960-61 (8,432,400 gallons); direct oversea exports decreased from 1,813,300 gallons to 1,567,700 gallons and interstate exports from 6,619,100 gallons to 6,395,000 gallons. Direct oversea exports of brandy increased from 77,800 proof gallons in 1960-61 to 95,700 proof gallons in 1961-62.

#### STOCKS

Wine stocks held by winemakers and wholesalers totalled 30,229,200 gallons at 30th June 1962. This was considerably more than in 1960 (27,727,900 gallons) and 1961 (27,225,600 gallons) but much the same as in 1958 and 1959 and only a little below the record of 30,398,000 gallons held at 30th June 1954. Stocks of fortifying spirit increased from 999,400 proof gallons at 30th June 1961 to 1,727,300 proof gallons at 30th June 1962, the highest level ever, the previous highest being 1,401,500 proof gallons in 1954. Brandy stocks were also a record, increasing from the previous record of 3,624,600 proof gallons at 30th June 1961 to 3,754,400 proof gallons at 30th June 1962.

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CONSUMPTION

Estimated consumption of beer per head of population in South Australia increased slightly from 17.66 gallons in 1960-61 to 17.71 gallons in 1961-62, the first increase for several years; estimated total consumption was 17,355,000 gallons compared with 16,905,000 gallons in 1960-61. Estimated spirits consumption per head of population was also a little higher, increasing to 0.34 proof gallons from 0.29 proof gallons in 1960-61. There are no wine consumption figures available for South Australia, but the estimated Australian consumption per head of population decreased from 1.16 gallons in 1959-60 to 1.12 gallons in 1960-61, the latest year for which a figure is available.

RETAIL SALES

The value of retail sales of beer, wine, and spirits, amounted to £23.1 million for the year ended 30th June 1962, an increase of £1.2 million over sales for the previous year.

TABLE 1 - WINE AND SPIRITS PRODUCTION, SOUTH AUSTRALIA

Type	1957-58	1958-59	1959-60	1960-61	1961-62
'000 Gallons					
<b>Wine -</b>					
Beverage -					
Fortified	7,835.1	7,259.5	7,057.2	6,917.2	8,011.3
Unfortified	3,427.6	3,520.3	3,081.4	3,543.2	4,686.3
Total	11,262.7	10,779.8	10,138.6	10,460.4	12,697.6
Distillation (a)	16,235.7	15,353.8	12,414.8	15,519.6	19,299.4
Gross Total	27,498.4	26,133.6	22,553.4	25,980.0	31,997.0
Net Total (b)	26,399.6	25,131.6	21,575.9	25,060.8	30,830.8
'000 Proof Gallons					
<b>Spirits -</b>					
Brandy	1,125.9	1,057.3	941.3	1,044.3	1,042.6
Whisky	87.9	89.9	152.1	105.0	138.2
Gin	2.8	10.9	14.4	17.9	16.7
Other Potable	12.5	10.2	12.9	11.2	7.9
Wine Fortifying	2,431.2	2,397.7	1,979.7	2,138.3	2,948.6
All Other	32.8	53.4	54.4	51.4	47.7
Total	3,693.1	3,619.4	3,154.8	3,368.1	4,201.7

(a) Used for manufacturing brandy, spirits for wine fortifying, etc.

(b) Excludes fortifying spirits added.

TABLE 2 - BEVERAGE WINE PRODUCTION, SOUTH AUSTRALIA

Type	1960-61		1961-62	
	In Bond	Out of Bond	In Bond	Out of Bond
'000 Gallons				
Fortified -				
Dry White	556.5	142.9	548.0	114.6
Sweet White	4,361.6	75.6	5,160.5	82.9
Sweet Red	1,774.2	6.4	2,069.4	35.9
Unfortified -				
Red	-	1,407.3	-	2,087.9
White (inc. Sauternes)	-	2,135.9	-	2,598.4
Total	6,692.3	3,768.1	7,777.9	4,919.7

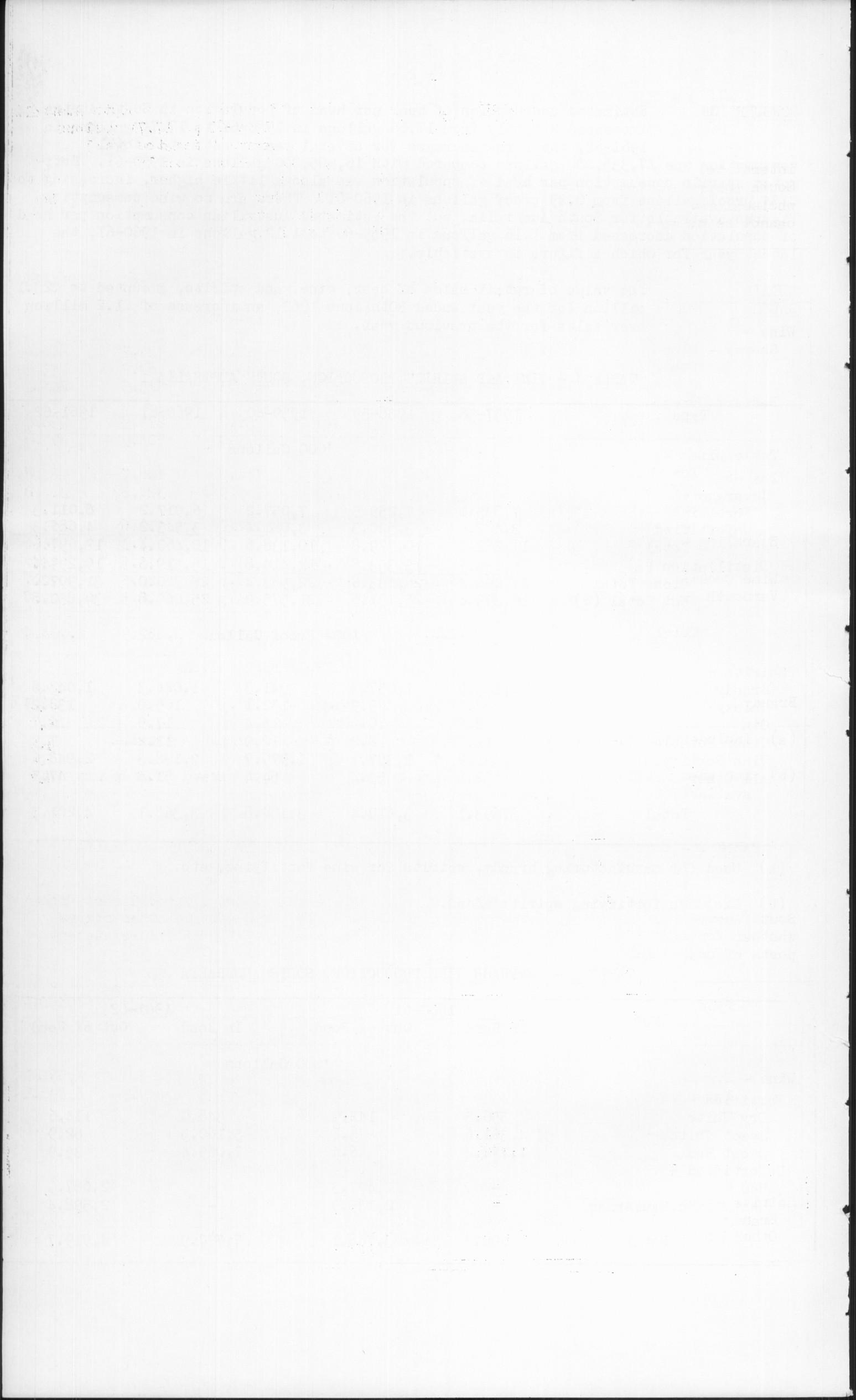


TABLE 3 - WINE AND BRANDY (a) : WHOLESALE SALES TO RETAILERS, SOUTH AUSTRALIA

This table shows sales of wine and brandy to retailers, both local and interstate, made from stocks held in wineries, depots, bulk stores, etc., operated in South Australia, but excludes oversea exports, ships' stores, and sales to agents and wholesalers. As the quantities shown include sales to interstate retailers, the table cannot be taken as an indication of actual consumption in South Australia.

Type	1957-58	1958-59	1959-60	1960-61	1961-62
'000 Gallons					
<b>Wine -</b>					
Sherry - Flor	21.6	25.3	23.2	24.7	48.0
Other Dry	68.5	77.4	83.2	82.2	53.4
Sweet	622.2	653.2	694.3	675.5	661.2
<b>Dessert Wines -</b>					
Sweet White	369.8	315.0	255.9	271.9	256.7
Sweet Red	531.0	538.7	533.0	523.9	491.8
<b>Table Wines -</b>					
Dry White	174.9	106.0	114.0	148.7	164.8
Dry Red	315.1	312.5	310.9	324.6	302.8
Sweet (Inc. Sauternes & Pearl Types)	60.0	81.6	102.7	103.6	119.9
<b>Sparkling -</b>					
White (b)	26.4	47.8	51.5	47.3	46.6
Red (b)	18.9	11.1	11.2	13.5	14.2
<b>Wine Cocktails etc.</b>					
Vermouth	23.0	26.4	29.8	20.5	22.7
Total	2,254.6	2,221.1	2,241.2	2,262.9	2,204.9
'000 Proof Gallons					
Brandy	109.9	123.9	138.7	136.6	126.7

(a) Includes imported wines and brandy, which amount to a negligible total.

(b) Includes Natural Fermentation and Carbonated, for which separate details are not available for publication.

TABLE 4 - EXPORTS OF WINE AND SPIRITS OVERSEA AND INTERSTATE, SOUTH AUSTRALIA

In this table oversea exports include only those shipped direct from South Australia. Interstate exports of wine include all those sent to other states whether for sale there or for subsequent export overseas. Details of interstate exports of brandy are not collected.

Type	1957-58	1958-59	1959-60	1960-61	1961-62
'000 Gallons					
<b>Wine - Oversea</b>					
Interstate	1,401.1	1,671.2	1,676.4	1,813.3	1,567.7
Total	6,111.7	6,284.3	6,479.5	6,619.1	6,395.3
'000 Proof Gallons					
<b>Spirits - Oversea -</b>					
Brandy	97.3	77.8	96.3	77.8	95.7
Other Potable	1.3	16.0	0.1	0.6	0.3

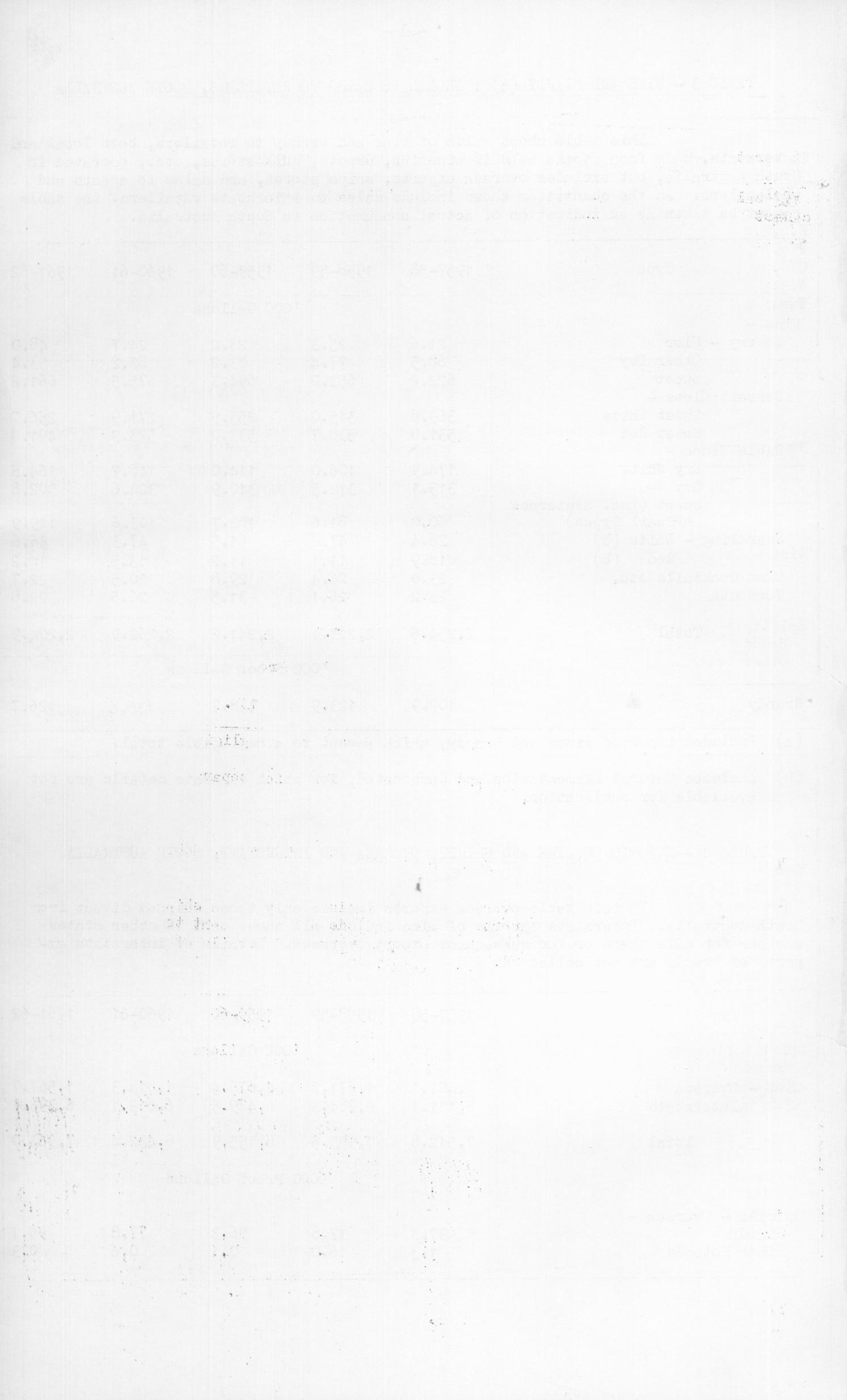


TABLE 5 - INTERSTATE WINE EXPORTS, SOUTH AUSTRALIA

State To which Exported	Fortified			Unfortified		
	1959-60	1960-61	1961-62	1959-60	1960-61	1961-62
'000 Gallons						
N.S.W.	1,802.7	1,756.4	1,649.4	832.9	997.4	1,048.1
Vic.	1,403.8	1,309.9	1,247.0	712.1	862.4	816.5
Qld.	440.4	423.1	395.7	104.9	107.5	126.4
W.A.	754.5	727.8	725.2	122.6	125.6	135.8
Tas.	266.6	274.3	214.9	39.0	34.7	36.3
Total	4,668.0	4,491.5	4,232.2	1,811.5	2,127.6	2,163.1

TABLE 6 - IMPORTS OF WINE AND SPIRITS, SOUTH AUSTRALIA

This table includes only direct oversea imports into South Australia.  
No information is available concerning wine and spirits received from other States.

Type	1957-58	1958-59	1959-60	1960-61	1961-62
'000 Gallons					
Wine - Oversea	0.6	0.7	2.4	3.2	2.8
'000 Proof Gallons					
Spirits - Oversea -					
Brandy	0.4	0.3	1.3	1.8	0.6
Other Potable	18.2	27.1	29.2	37.2	35.1

TABLE 7 - STOCKS OF WINE AND BONDED SPIRITS HELD BY WINEMAKERS AND WHOLESALERS,  
SOUTH AUSTRALIA

Type	At 30th June -				
	1958	1959	1960	1961	1962
'000 Gallons					
Wine -					
Distillation Beverage -	1,403.6	1,397.3	331.4	1,039.5	1,404.4
Duty Paid In Bond	9,494.0	9,504.3	9,155.4	9,091.1	10,138.2
Total Wine	19,237.6	19,245.4	18,241.1	17,095.0	18,686.6
	30,135.2	30,147.0	27,727.9	27,225.6	30,229.2
'000 Proof Gallons					
Spirits (In Bond) -					
Brandy	3,051.8	3,315.5	3,419.7	3,624.6	3,754.4
Whisky	496.2	477.1	532.8	535.1	540.6
Gin	5.6	5.1	4.3	6.9	7.1
Rum	9.2	12.8	9.4	14.3	14.0
Other Potable	10.4	10.5	14.2	6.3	8.0
Wine Fortifying -					
In Wine	4,402.1	4,346.0	4,130.1	3,880.5	4,176.4
Not in Wine	956.9	1,105.9	928.2	999.4	1,727.3
Other	40.9	74.5	23.8	7.3	28.9
Total Spirits	8,973.1	9,347.4	9,062.5	9,074.4	10,256.7



TABLE 8 - WINEMAKERS' AND WHOLESAVERS' STOCKS OF WINE AND BRANDY IN AND OUT OF BOND,  
SOUTH AUSTRALIA

Type	At 30th June -			
	1961		1962	
	In Bond	Out of Bond	In Bond	Out of Bond
'000 Gallons				
Wine -				
Distillation	83.8	955.7	109.2	1,295.2
Sherry	2,773.8	1,964.6	3,734.9	2,075.9
Dessert Wines -				
Sweet White	8,870.1	987.6	8,909.5	756.8
Sweet Red	5,283.7	737.2	5,902.9	774.5
Table Wines -				
Dry White	37.1	2,557.4	-	2,964.5
Dry Red	15.7	2,501.0	-	3,180.1
Sweet (including Sauternes & Pearl Types)	60.3	147.7	111.8	169.5
Sparkling	0.7	144.1	.1	145.7
Wine Cocktails etc.		7.9		7.3
Vermouth	53.6	43.6	27.4	63.9
'000 Proof Gallons				
Brandy	3,624.6	7.6	3,754.4	9.0

TABLE 9 - CONSUMPTION OF BEER AND SPIRITS, SOUTH AUSTRALIA

The particulars in this table are based on quantities on which Customs and Excise Duties were paid during the year and could be affected by changes in stocks, concerning which no information is available.

Year	Total Consumption		Consumption per head of population	
	Beer	Spirits	Beer	Spirits
	'000 Gallons	'000 Pf Gallons	Gallons	Proof Gallons
1938-39	6,015	90.5	10.12	0.15
1957-58	16,673	250.3	18.82	0.28
1958-59	16,206	281.6	17.84	0.31
1959-60	16,653	314.3	17.72	0.33
1960-61	16,905	279.0	17.66	0.29
1961-62	17,355	330.1	17.71	0.34

TABLE 10 - RETAIL SALES OF BEER, WINE, & SPIRITS (a), SOUTH AUSTRALIA

These figures include sales from fixed premises at which goods are normally sold by retail to the general public but exclude sales made from licensed clubs etc.

Quarter	1957-58	1958-59	1959-60	1960-61 (b)	1961-62 (b)
£ Million					
September	4.5	4.3	4.7	4.9	5.1
December	5.6	5.3	5.8	6.1	6.4
March	5.3	5.3	5.8	5.9	6.2
June	4.5	4.5	4.8	5.0	5.4
Total	19.9	19.4	21.1	21.9	23.1

(a) Adjusted on a basis comparable with the 1956-57 Retail Census.

(b) Subject to revision.

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